

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #396640  
Ms. C. LeTares  
MANCHESTER TOBACCO

**JUNE: DORAL B1G1F / PROMOTION #800432**

Dear Christine:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	3
Ult Light 100	12300-25363	3
Lt Box 100	12300-25370	3
FF Box 100	12300-25369	3

**DISPLAY DETAIL (#541865)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE:

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$1,182.62

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51844 8600

-2-

B1G1F

MANCHESTER TOBACCO

**PROMOTION DESCRIPTION:** SEE ENCLOSED '**WHOLESALE PACKING INSTRUCTIONS**'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '**RETAILER PROMOTIONAL PACKING EXPLANATION SHEET**' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE:

**DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis.  
This equates to **\$58.80 (12 (6M) case(s) @ \$4.90)**. Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: B. Cook

L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

JNB1-432.DOC

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 14  
 DATE: 98-04-29  
 TIME: 10:58 AM

 WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN B1G1F  
 TEMPLATE SEQ : 0909  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
113103	113128	733378	BROWN JUG PACKAGE	324 E MAIN ST	MERIDEN	CT	06450	1				(203)237-8644
112204	112227	105155	BOBS VARIETY	71 HILLSIDE AVE	BERLIN	NH	03570	3			120652	(603)752-4412
112204	112227	483098	RON'S VARIETY	737 MAIN ST	BERLIN	NH	03570	2			120503	(603)752-1908
112204	112227	700840	GLEN BEVERAGE	RT 16	GLEN	NH	03836	1			170065	(603)383-4800
112204	112227	105175	DUPUIS COUNTRY STOR	ROUTE 3	GROVETON	NH	03582	3			160416	(603)616-1462
112204	112227	347943	OLD CORNER STORE	MAIN ST	JEFFERSON	NH	03583	2			130784	(603)586-7722
112206	112220	481941	SHORT STOP	968 MIDDLE RD	PORTSMOUTH	NH	03801	1			559714	(603)431-3401
112206	112220	708038	ROSES COUNTRY STORE	353 CALEF HWY	EPPING	NH	03042	1			524471	(603)679-1967
112206	112220	104695	STOP & GO #705	1350 WOODBURY AVE	PORTSMOUTH	NH	03801	1			831947	(603)436-7811
112206	112220	729068	M&P COUNTRY CONVENI	137 EPPING RD	EXETER	NH	03833	1			741278	(603)772-4143
112206	112220	751098	SEACOAST SUBS N SOD	517 MIDDLE ST	PORTSMOUTH	NH	03801	1			949754	
112206	112220	433996	DURHAM MARKETPLACE	7 MILL RD	DURHAM	NH	03824	1			237631	(603)868-2500
112206	112220	104662	PATRIOT'S CORNER GR	29 OCEAN BLVD	HAMPTON	NH	03842	1			947137	(603)926-7087
112206	112220	754915	THE LIGHTHOUSE	369 OCEAN BLVD	HAMPTON	NH	03842	1				(603)926-4951
112206	112220	755927	SUDS N SODA	365 PORTSMOUTH AV	GREENLAND	NH	03840	1				(603)431-9823
112206	112220	104687	CABOT ST GROCERY	125 CABOT ST	PORTSMOUTH	NH	03801	1			540302	(603)436-0028
112208	112225	755159	CORNER STORE	CENTER & MAIN ST	WOLFEBORO	NH	03894	1				(603)569-1835
112208	112220	755751	JJ'S MINI MART	220 ROUTE #16	SOMERSWORTH	NH	03878	3			531046	(603)749-9546
112208	112225	755495	STOP & GO #710	158 N MAIN ST	ROCHESTER	NH	03867	1			821958	(603)332-0773
112208	112220	692094	DOVER POINT VARIETY	79 DOVER POINT RD	DOVER	NH	03820	1			937648	(603)749-0035
112208		744926	FRIENDLY STOP MARKE	164 CHARLES ST	ROCHESTER	NH	03867	3				(603)332-5078
112208	112225	582294	TEN ROD ROAD GETTY	TEN ROD ROAD	ROCHESTER	NH	03867	1			924682	(603)332-3301
112208	112220	601072	POOR THOM'S BEVERAG	231 ROUTE 125	BARRINGTON	NH	03825	1			927175	(603)664-2599
163803	163824	090460	JOHNNY'S TIRE & BAT	680 MAST RD	MANCHESTER	NH	03102	1		5474-0000	261051	(603)668-1326
163803	163821	484497	BIG JOHN'S COUNTRY	92 UNION ST	MILFORD	NH	03055	1			435510	(603)672-6733
163803	163826	723708	COUNTRY MAID MKT	RT 114	HENNIKER	NH	03242	1				(603)428-3884
163804	163822	481791	BROAD STREET EXXON	103-105 BROAD STR	NASHUA	NH	03060	1		5474-0000	435513	(603)883-2048
163805	163820	307460	ONE STOP MOBIL	134 N BROADWAY	SALEM	NH	03079	1			641528	(603)893-8074
163805	163823	327760	FREEDOM FUEL	128 W BROADWAY	DERRY	NH	03038	1			645085	(603)434-3838
163805	163820	450283	HILLTOP FOOD & DELI	33 INDIAN ROCK RD	WINDHAM	NH	03087	1				(603)434-6586
163805	163823	465963	MIKES GROCERY & DEL	16 N MAIN ST	DERRY	NH	03038	2				(603)432-2861
163805	163823	543932	NO LONDON DERRY EXXO	RT 28	LONDON DERRY	NH	03053	1		5474-0000	644059	(603)432-0036
163805	163823	717460	THIRTY PINES TEXACO	2 ASHLIGH DRIVE	DERRY	NH	03038	1			724698	(603)425-0705
163805	163823	755690	DIAL MART	TINKHAM ST	DERRY	NH	03038	2				(603)434-8509
163805	163820	103053	TURNERS VARIETY	38 CROSS ST	SALEM	NH	03079	1			642017	(603)898-7962
163806	163824	069749	D.C. CANDIA MOBIL	179 RAYMOND RD	CANDIA	NH	03034	1			845080	(603)483-5046
163806	163823	104365	MR MARKET INC.	297 SPRUCE ST	MANCHESTER	NH	03103	2			711342	(603)668-6188
163806	163824	104371	AMOSKEAG MARKET	275 FRONT ST	MANCHESTER	NH	03102	1			622779	(603)668-6415
163806	163826	198514	TONI'S KNR KUPBOAR	394 N STATE ST	CONCORD	NH	03301	1			322095	(603)228-8774
163806	163826	247464	EPSOM CIRCLE MARKET	EPSOM CIRCLE	EPSOM	NH	03234	1			851493	(603)736-8121
163806	163824	302680	RIVERSIDE EXXON	36 W RIVER RD	HOOKSETT	NH	03106	1		5474-0000	624468	(603)668-0039
163806	163824	317519	VEANOS CON. STORE	146 LOUDON RD	CONCORD	NH	03301	1			442279	(603)224-8190

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 PAGE: 15  
 DATE: 96-04-25  
 TIME: 10:58 AM

 WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN BIGIF  
 TEMPLATE SEQ : 0909  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163806	163824	458290	ACADEMY FRUIT	266 BRIDGE ST	MANCHESTER	NH	03104	1			225334	(603)668-1251
163806	163823	461399	MERRIMACK GETTY	605 D.W. HIGHWAY	MERRIMACK	NH	03054	1			166578	(603)424-5542
163806	163823	479524	SOUTH MAPLE VARIETY	93 S MAPLE ST	MANCHESTER	NH	03103	2				(603)625-8923
163806	163824	487016	HARVEST FARM MARKET	995 GOFFSTOWN RD	MANCHESTER	NH	03102	1			823469	(603)627-8925
163806	163823	487050	PANTRY PRIDE	469 CHARLES BANCER	LITCHFIELD	NH	03052	1			137202	(603)424-3310
163806	163826	597069	CAPITAL FARMS	3 BROADWAY	CONCORD	NH	03301	1			425591	(603)224-9855
163806	163824	679197	ORDWAY MARKET	250 SOUTH ST	CONCORD	NH	03301	1			321547	(603)228-8651
163806	163824	679198	HEIGHTS MARKET	132 LOUDON RD	CONCORD	NH	03301	1			526080	(603)225-5915
163806	163824	697362	BRIDGE ST FOOD MART	24 LOUDON RD	CONCORD	NH	03301	1				(603)224-9261
163806	163823	703111	DONALD ST SUPERETTE	399 DONALD ST	BEDFORD	NH	03110	1			837675	(603)623-2742
163806	163824	712596	ANTHONY'S SOUTH ELM	37 ELM ST	MANCHESTER	NH	03101	2				(603)622-5800
163806	163824	714926	CROSSTOWN VTY	270 AMORY ST	MANCHESTER	NH	03102	1			815581	(603)668-4100
163806	163824	720822	FOOD BASKET	72A WASHINGTON ST	CONCORD	NH	03301	1				(603)225-2242
163806	163824	728365	D.W. EXXON	738 HOOKSETT RD	MANCHESTER	NH	03104	1			227658	(603)628-1684
163806	163823	732995	ROBINSONS COUNTRY	715 DW HWY	MERRIMACK	NH	03054	1			737068	(603)424-2771
163806	163824	754850	PAAD'S MOBIL STATIO	705 DW HIGHWAY	MANCHESTER	NH	03104	1				(603)669-8695
163806	163823	755636	CARON & SONS MOBIL	468 DANIEL WEBSTE	MERRIMACK	NH	03054	1			105629	(603)424-5227
163806	163823	757341	SHORT STOP SUPERETT	78 WILSON ST	MANCHESTER	NH	03103	1			225019	(603)622-4745
163806	163824	964646	CANDIA GETTY	240 OLD CANDIA RD	CANDIA	NH	03034	1			845582	(603)483-8945
163807	163826	020444	CROSSROADS	ROUTE 4	SALISBURY	NH	03268	1			645595	(603)648-2221
163807	163826	695820	AIRPORT COUNTRY STO	63 GILFORD EAST D	GILFORD	NH	03246	1				(603)524-2232
163807	163826	104868	WAYSIDE GROCERY	RTE 28 & 11	ALTON	NH	03809	1			632304	(603)875-2861
163807	163826	104875	MOUNTAIN'S GEN.STOR	MAIN ST	CTR BARNSTEAD	NH	03225	1			631381	(603)269-7031
163807	163826	105039	106 BEANSTALK	RT 106	LOUDON	NH	03301	1				(603)783-4305
163807	163827	105192	NORTHROPS INC	6 N MAIN ST	LISBON	NH	03585	1			135176	(603)838-2842
163807	163827	105261	SIMONS MARKET	179 UNION ST	LITTLETON	NH	03551	1				(603)444-5774
163807	163826	283726	ANDOVER MINI MART	ROUTE 4	ANDOVER	NH	03216	1			830155	(603)735-5406
163807	163826	453224	SPEEDWAY CON.	ROUTE 106	LOUDON	NH	03301	1			857169	(603)783-0312
163807	163826	507993	BELMONT VILLAGE STO	235 MAIN ST.	BELMONT	NH	03220	1			650212	(603)267-6987
163807	163826	562240	HOMETOWNE MARKET	43 S MAIN ST	PENACOOK	NH	03303	1			443450	(603)753-9891
163807	163826	576289	BOSCO BELL STORE	ROUTE 28	BARNSTEAD	NH	03218	2		2794-0200	635509	(603)435-8501
163807	163826	643734	DICKS MOBIL	MAIN STREET	LINCOLN	NH	03251	1			150460	(603)745-3572

PAGE BREAK TOTAL ACCOUNTS 74 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 74 TOTAL QUANTITY 90

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